

Developing Livestock Feed Interventions with the Feed Assessment Tool (FEAST)

Lesson 2: Preparing for a Farmer-Centred Diagnosis



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Lesson 2: Preparing for a Farmer-Centred Diagnosis

Preliminary Scoping Exercise

Recruiting farmers for focus group discussions

Selecting a meeting point

Recruiting FEAST Technical Team



Lesson Objectives

By the end of this lesson, you should be able to:

- Explain the key steps that FEAST Facilitators take to prepare for a Farmer-Centred Diagnosis
- Explain the benefits of planning
- Select groups of farmers to participate in focus group discussions who are representative of the entire community
- Select an appropriate meeting point for the focus group discussion

Key Terminology

- **Preliminary Scoping Exercise** – When a FEAST Facilitator visits a community in advance to gather information and prepare for a Farmer-Centred Diagnosis
- **FEAST Technical Team** – A team of local community members and outside experts who help organize and manage the Farmer-Centred Diagnosis
- **Focus Groups** – Groups of 12-16 farmers selected to participate in discussions of local issues related to livestock feed. Should be representative of the entire community in terms of gender, ethnic group, religion, wealth, agriculture type, location, etc.

Initial Steps in a Farmer-Centred Diagnosis

1.



Visit the site to collect information, make preparations

2.



Host group discussions with local farmers to gather general information

3.

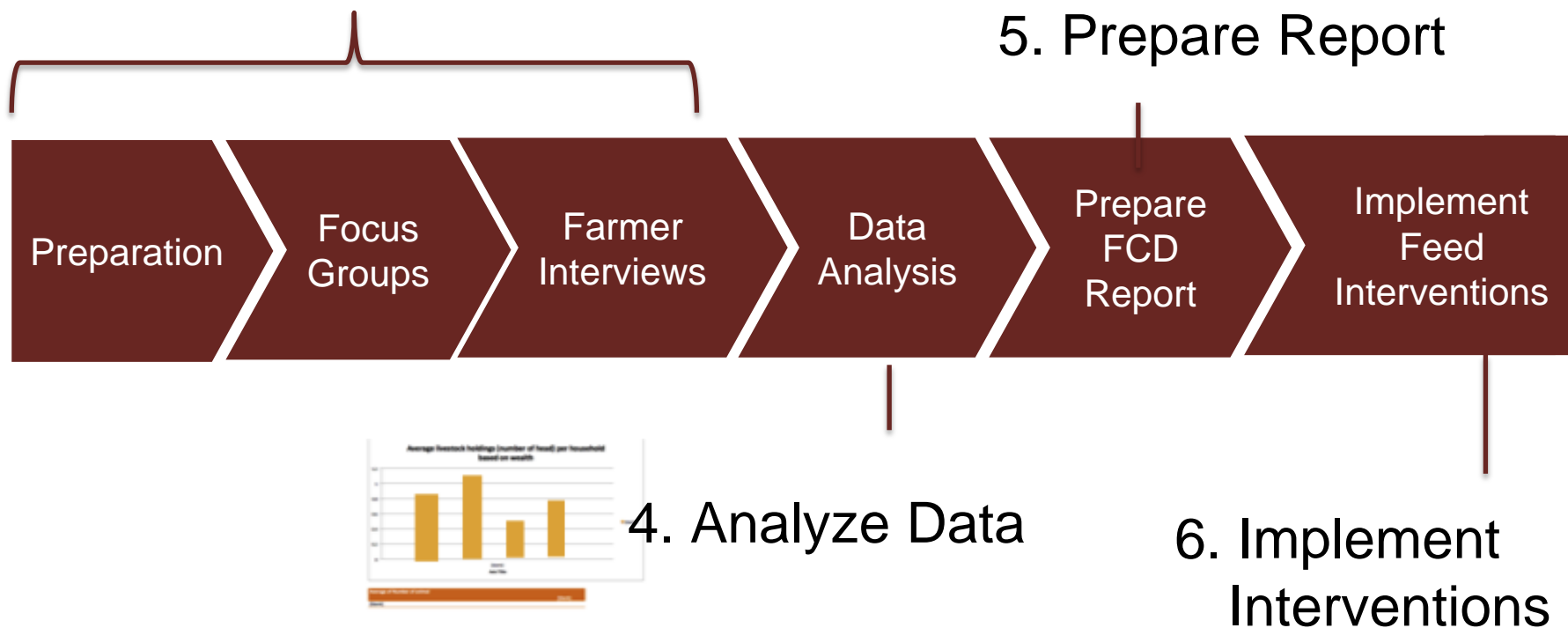


Interview individual farmers to collect detailed data.

Remaining Steps in FCD

Steps 1-3

(Preparation, Focus Groups, Interviews)



Selecting a Site for an FCD

- Site of Farmer-Centred Diagnosis normally predetermined (tied to projects that are already funded)
- In some cases, facilitators have input into site selection
 - When conducting multiple FCDs across a large district / province
 - Independent research projects (for university, etc.)



Selecting a Site for an FCD (cont.)

Factors to consider:

- Gender, religion, and ethnicity of inhabitants
- Types of farming systems
- Climates (dry vs. wet)
- Access to markets
- Focus on target population (i.e., resource-poor farmers)
- If conducting multiple FCDs in region, select representative variety of sites



Preliminary Scoping Exercise



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The FEAST Facilitator should visit the area in advance to:

- Obtain clearance from local officials
- Meet key local stakeholders
 - Prominent Farmers
 - Leaders of Organizations
- Assess target crop / livestock production systems, prevailing agro-ecological factors for the area

Preliminary Scoping Exercise (cont.)



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(cont.) The FEAST Facilitator should visit the area in advance to:

- Collect secondary information and identify key informants in the community
- Recruit a team to help with the process
- Select a meeting site for focus group discussions
- Invite farmers to participate in focus group discussions

The Benefits of Planning

A successful Farmer-Centred Diagnosis requires careful planning in order to:

- Guide the process to a positive outcome quickly and smoothly
- Resolve issues before they become serious problems
- Manage expectations of others involved in exercise
- Avoid pressure at the last minute



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The Benefits of Planning

Situations where a lack of planning might cause problems:

- Failure to get approval from local officials
- Venue that you thought you had booked in advance suddenly being made unavailable.
- Farmers having mistaken expectations (e.g., expecting an honorarium)

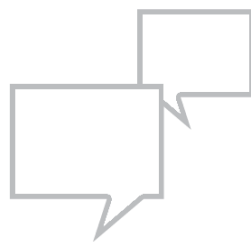


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Discussion Question #1

Discuss the following question with one or more of your fellow participants. Be ready to share your thoughts with the class:

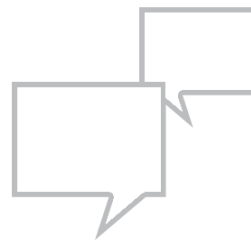
- Can you recount any experiences, either while working on an intervention or in some other part of your life, where planning made things go more smoothly?
- Can you recall any experiences where a lack of planning led to needless trouble?
- How might planning be necessary for a successful Farmer-Centred Diagnosis?



Discussion Question #1 (cont.)

Possible answers:

- Making sure the process is completed in reasonable amount of time
- Making sure all necessary data is collected
- Making sure all community members are included



Obtaining Clearance from Officials

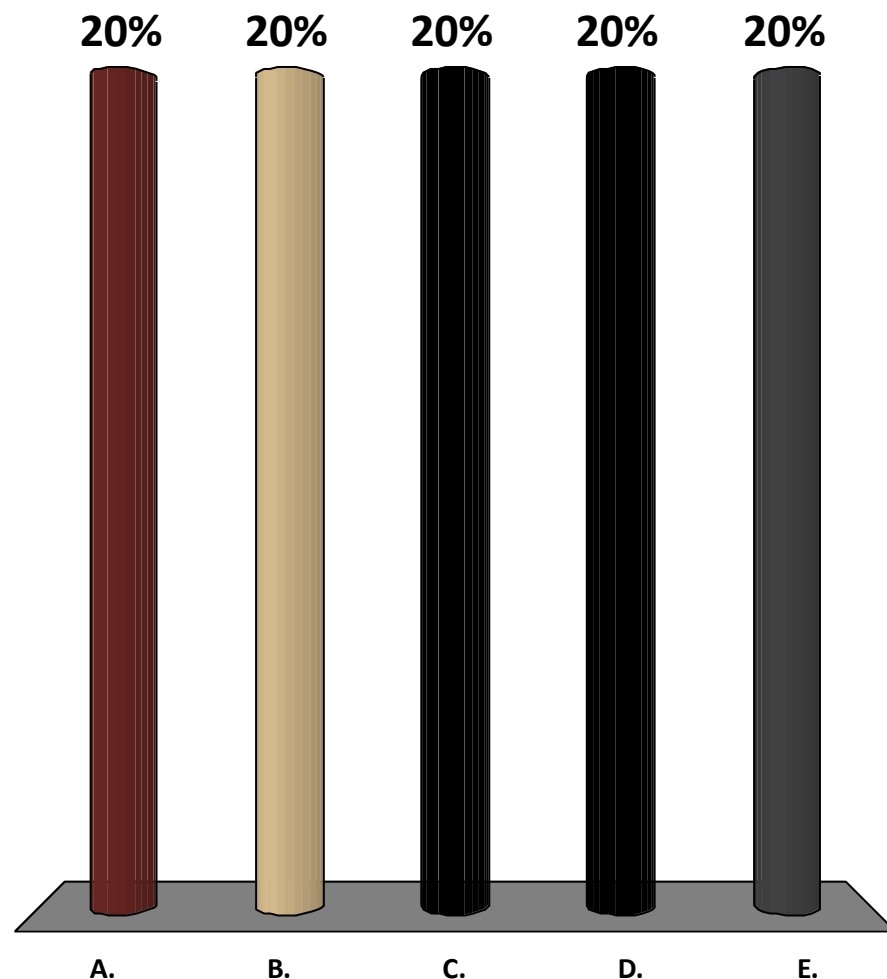
- It is often necessary to obtain permission from local officials to gather farmers:
- Local leaders can help reach more farmers
 - Increase community involvement
 - Higher attendance at meetings



Survey Question #1

In your region, what type of officials would it be most important to obtain clearance from to conduct an FCD?

- A. Government officials
- B. Tribal chiefs
- C. Leaders of farmer collectives / organizations
- D. Wealthy / prominent farmers
- E. Religious leaders



Selecting a Site

Designate a meeting point for focus group discussions:

- Centrally located and easily accessible for most participants
- Welcoming to all participants regardless of religion, etc.

Possible Locations:

- Milk collection centre
- Home of prominent farmer
- Government building
- School
- Outdoors (weather permitting)



Recruiting a FEAST Technical Team



Facilitator should recruit team of community members and outside experts to help with the FCD by:

- Keeping the process organized and on schedule
- Helping run meetings
- Covering more area when initially talking to farmers, to make sure all groups are included in process
- Note taking / collecting data using the FEAST Tool

Should include at least one local community member, or (if appropriate) one member of each local ethnic group.

Recruiting a FEAST Technical Team (cont.)

Possible candidates:

- Researchers
- Extension Workers
- Local Leaders

Key skills:

- Agricultural Knowledge
- Managing Crowds
- Supervising Group Work
- Audio/Video Equipment
- Translation

Recruiting a FEAST Technical Team (cont.)

- Typically, members of FEAST technical team only reimbursed for meals, travel costs
- Make very clear up front that there will be no further remuneration

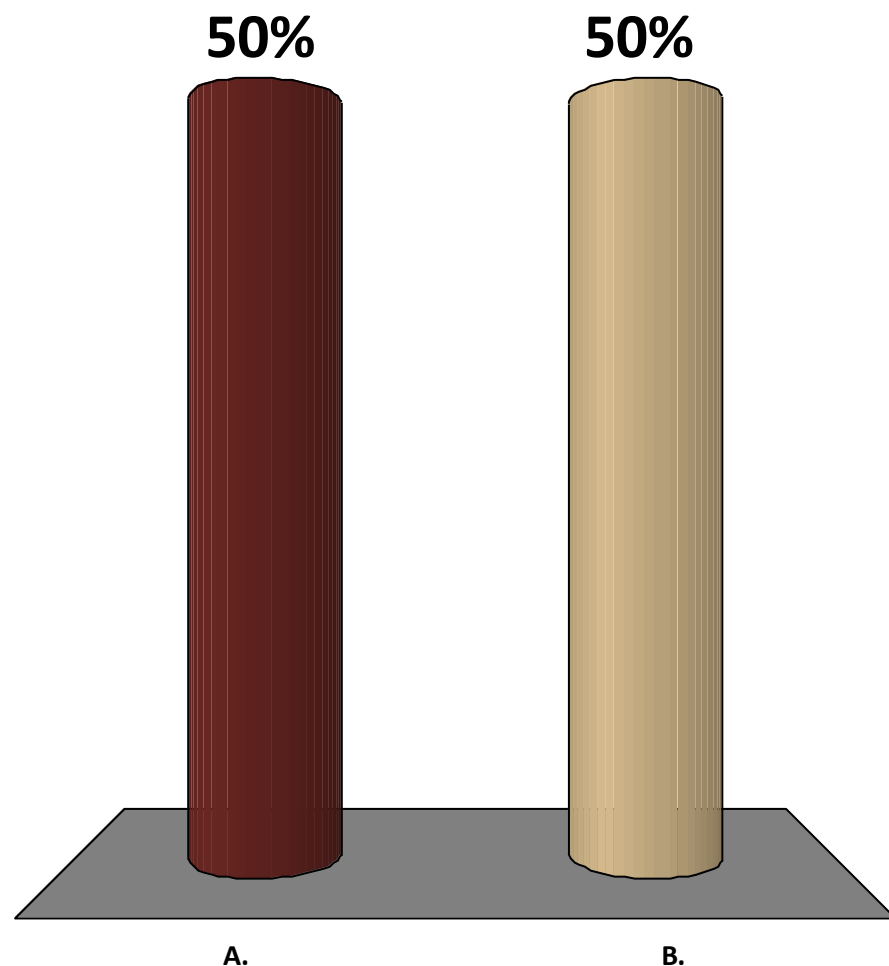


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Survey Question #2

Do you already have a team that you work with regularly who would be available to help you on an FCD project?

- A. Yes, I know who I would probably be working with on the FCD
- B. No, I would need to recruit a team for the FCD



Creating a FEAST Technical Team Contract

Take into account everyone's expectations and pledge to:

- Communicate with each other
- Attend all sessions
- Have daily briefings
- Any other considerations the team considers important.



Inviting Farmers to Focus Group Discussions

Collect information from farmers on local agriculture, livestock production, feed-related issues

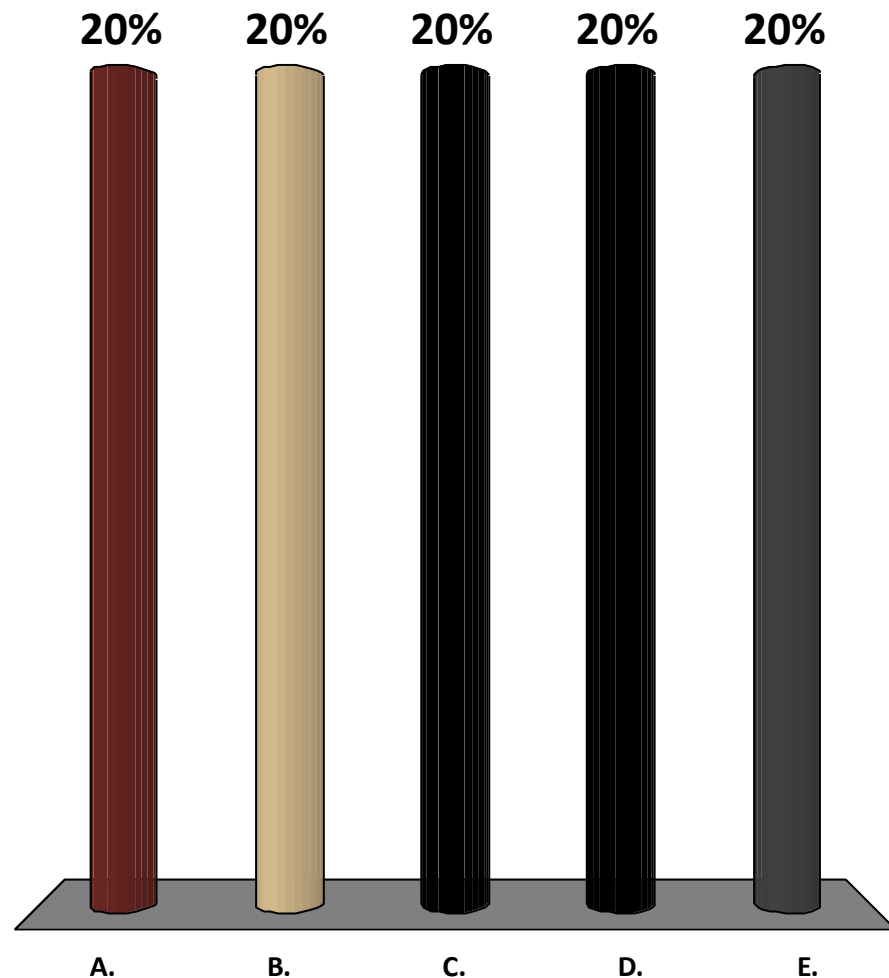
- Invite “focus groups” of 12-16 men and women to give input into FCD process
- ½ day meetings, group discussions & one-on-one interviews
- Make sure groups are representative of local community (gender, wealth, farming type, ethnicity & religion)



Survey Question #3

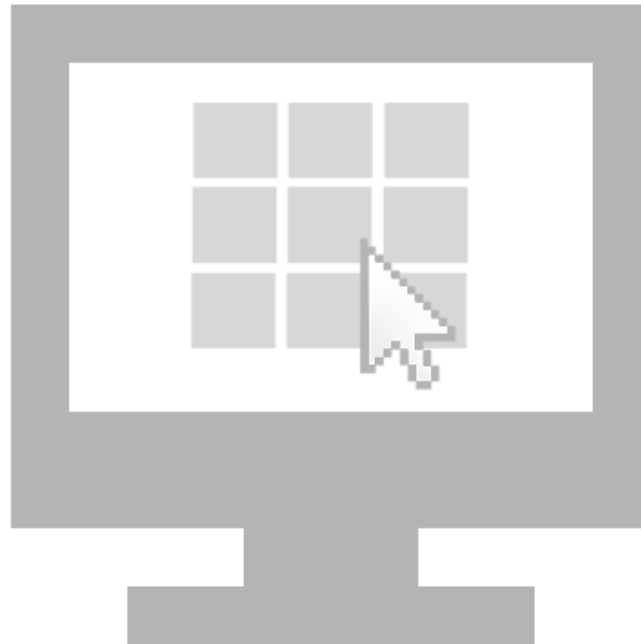
What group criteria are most important in the area you will be working in?

- A. Ethnic Group
- B. Agriculture Type
- C. Gender
- D. Farm Size
- E. Religion



Activity 2.1: Selecting Farmers for Groups

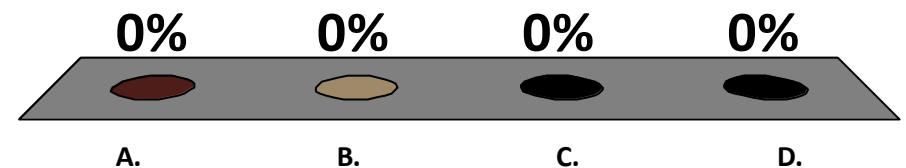
Complete Activity 2.1: Selecting Farmers for Focus Group Discussions



Review Question #1

Which of the following steps happens during the preliminary scoping exercise?

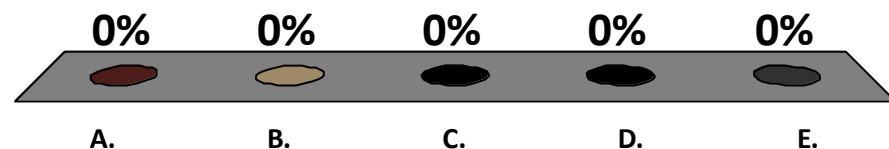
- A. Meeting local leaders and key farmers
- B. Analyzing data with the FEAST Data Template
- C. Conducting in-depth interviews with local farmers
- D. Designing an intervention strategy



Review Question #2

What is a factor to consider when selecting farmers for focus groups?

- A. Type of agriculture
- B. Wealth
- C. Gender
- D. Ethnic group
- E. All of the above



Lesson Objectives Review

You should now be able to:

- Explain the key steps that FEAST Facilitators take to prepare for a Farmer-Centred Diagnosis
- Explain the benefits of planning
- Select groups of farmers to participate in focus group discussions who are representative of the entire community
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Questions?